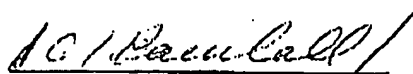


OCT 16 2006

### Certificate of Facsimile Transmission

I certify that this document, consisting of 17 pages (including this cover sheet), is being transmitted via facsimile to the United States Patent and Trademark Office at fax telephone number (571)-273-8300 on 10/16/06.

  
\_\_\_\_\_  
Anne E. Barschall

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent Application Ser. No.: 10/017,377 Group Art Unit: 2623

Filing Date: 12/14/2001

Examiner: MICHAEL F. VAN HANDEL

Attorney Docket Number PH-US010502 Confirmation No.: 8074

Inventor Name(s): YASSIN & ALSAFADI

Title: MICRO-AUCTION ON TELEVISION FOR THE SELECTION OF  
COMMERCIALS

Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

#### RULE 116 AMENDMENT

Sir:

In response to the final office action of 8/24/06, please amend the application as follows:

Do Not Enter Mike Van Handel MVH 10/21/2006